

Density Indicator

PRODUCT SPECIFICATION

Product Description

Density Indicator is a relative measure of the level of housing density in each Census Collection District (CCD) in Australia.

Product Coverage

The Density Indicator is derived for all Census Collector Districts in the ABS 2006 Census.

Please note that there is a comparable product available for New Zealand.

Product Outputs

By using information for the entire Australian population rather than sample data it is a comprehensive, and consistent, indicator across the nation.

The Density Indicator applies a value for each CCD in Australia on a scale of 1 (high density) to 10 (low density).

Definitions:

Australia - Census Collection District (CCD) is:-

- The base geographic boundary used by the Australian Bureau of Statistics to report on the Census.
- Each CCD contains, on average, between 200 – 250 households.
- There are 38,704 CCD's in the 2006 Census.
- Each CCD in Australia has one Metro/Rural value

How to Access this Product

If you would like to use the Density Indicator you have two options for accessing it.

1. Data License

By signing a data licence agreement, you will receive a CD containing the Density Indicator data set. The CD will contain a concordance table to match the Density Indicator to CCD's. For the period of this agreement you have the right to use this data set in-house for all your data segmentation and marketing activities.

2. Online data enhancement via Data Express

You can append the Density Indicator to your address records online by going to our web portal Data Express (www.dataexpress.vedaadvantage.com). Once you've registered for this service, you can upload your address records, submit a request to have the metro/Rural Flag appended, and download this data once the job request has been processed.

Option 1: Data License

Requirements

In order to use the Density Indicator as a data licence, you should have the following:

- An address database that has the 2006 ABS CCD's appended.

Deliverables

You will receive a CD containing the below deliverable:

- Lookup table with the following fields:
 - CCD
 - Density Indicator

Option 2: Online Data Enhancement via Data Express

Requirements

In order to use Data Express you will need to do the following:

- Use Microsoft Internet Explorer version 5.5 or above
- Go to **www.dataexpress.vedaadvantage.com** and register for the service
- Compile the file of address records you wish to enhance, including at minimum the following fields:
 - Address
 - Post Code
 - State
- Ensure your file is saved in either a .TXT or .CSV format (data held in common applications like Excel or Access can easily be saved or exported into a .TXT or .CSV format)
- Open your .TXT or .CSV file using a text editor (e.g. Microsoft Notepad) – you will be asked to cut and paste a sample of your data from the text editor into Data Express

Deliverables

- After you have uploaded your file and submitted a job to Data Express for processing, you will receive a complimentary Summary Report by email
- The Summary Report will summarise the number and % of the records you submitted where the Density Indicator was successfully appended you may then decide whether to purchase and download the data.
- When you download the enhanced data file you will find that the Density Indicator field has been appended to the database

FIND OUT MORE

If you would like more information about licensing the Density Indicator on an ongoing basis, please contact us.

Phone: **1300 783 099**

Email: salesvsgau@vedaadvantage.com

If you would like to access the Density Indicator online, please go to www.dataexpress.vedaadvantage.com